



FISH AND GAME NEWS

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FOR IMMEDIATE RELEASE

MEDIA ADVISORY

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DFG and United Anglers to Host Santa Monica Pier Fishing Event June 10 *"Kick-off for the Summer California Fishing Passport Program for Kids"*

WHAT:

The California Department of Fish and Game and United Anglers of Southern California will host a Pier Fishing event at the historic Santa Monica pier. This free educational fishing event is geared toward kids and is the kick-off of California's Fishing Passport Challenge, a sneak preview of what this new fishing incentive program will entail after its official launch for all ages Jan. 1, 2007.

WHO:

- California Department of Fish and Game
- United Anglers of Southern California
- Berkley
- Alpen Optics
- West Marine
- Recreational Boating and Fishing Foundation

WHEN: Saturday, June 10, 9:30 a.m. to noon (Free Fishing Day)

WHERE: 350 Santa Monica Pier, Santa Monica, California

BEST VISUAL: Fishing pros will teach dozens of young children to fish. Kids will receive an introductory California Fishing Passport along with a special stamp for each ocean species caught, and be eligible for a chance to win fishing prizes donated by program sponsors.

NOTE: Pier fishing is a fantastic way to introduce a child to fishing in California as no fishing licenses are required to fish from any of California's numerous public piers.

For additional information or to schedule an interview prior to the event, please call Carrie Wilson at (831) 649-7191 wk, (831) 238-2044 cell.

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